

**AMENDMENT#2
TO
RFA#TIRNO-99-H-00002/PROJECT 4
COOPERATIVE MARKETING TO PROMOTE
ELECTRONIC FILING**

IMPORTANT: An earlier due date is now stated for proposals for the 2000 filing season that require start-up during the current filing season.

1. The following text is added to the RFA's Section 2.1, Project Plan:

"Project Plans shall identify the communications vehicles that will be used for marketing campaigns, and shall include graphic illustrations of proposed messages for cooperatively marketing the offeror's products and services and IRS *e-file*. Offerors shall clearly indicate in these messages how much coverage will be given to promotion of IRS electronic filing.

Offerors may propose entering into an exclusive cooperative marketing relationship with the IRS. Such proposals should clearly describe the terms and conditions of such exclusivity, and should demonstrate how electronic filing would be enhanced more than it would be without such exclusivity.

2. The second sentence in the RFA's Section 3.0, Delivery of Proposal/Project Plan, is revised as follows:

"Offerors shall submit text files in Microsoft Word 97 or lower version or WordPerfect 6.1 or lower version; graphic illustrations of marketing messages may be submitted in Adobe Acrobat Portable Document Files or other appropriate files.

3. The seventh sentence in the RFA's Section 3.0, Delivery of Proposal/Project Plan, is deleted and the following sentences are substituted:

"Offerors who are considering a market approach for the 2000 filing season that requires start-up activity with the IRS during the current filing season shall deliver proposals as soon as possible. **Such proposals shall be completely transmitted through electronic mail by 5:00 p.m. EST, January 25, 1999.** All other proposals for marketing campaigns whose development can begin in June, 1999 or later should be completely transmitted through electronic mail by 5:00 p.m. EST, April 30, 1999."

- END OF AMENDMENT-